Role of Congressional Staff and Lobbyists in the Defense Acquisition Process

3 October 2012

Buzz Hefti
Vice President
Van Scoyoc Associates
202-737-8942(Office)
Bhefti@vsadc.com

Agenda

- Opening Remarks
- Current Washington/Congressional Issues
- Congressional Liaison
- Congressional Staff
- Corporate Lobbying
- OSD Legislative Affairs
- Politics – a primer
- Summary
- Q & A

Congressional Key Dates

Date	Event
October 1, 2012	Fiscal year 2013 begins
November 6, 2012	Election day
November 13, 2012	Congress returns for Lame Duck Session
December 31, 2012	“Bush tax cuts” expire
January 2, 2013	Sequester takes effect
January 3, 2013	113th Congress begins
January 21, 2013	Presidential inauguration
February 4, 2013 March 27, 2013	President’s FY14 Budget Release* CR ends

* If Romney is elected, the budget will likely be delayed to late February

Elections

- Nov 6, 2012 – Election Day – main topic for politicians
  - President
  - House - all 435 members/seats being contested
    - Current status
      - ✓ 251 Republicans
      - ✓ 184 Democrats
  - Senate - 100 Members - 33 seats being contested
    - 21 Democrat
    - 10 Republican
    - 2 Independent
- Projection:
  - House: Republicans retain majority – Democrats gain some seats – some surprise loses (no major changes expected to Leadership, up to 6 new Committee Chairs)
  - Senate: Close, 1 or 2 seat majority for either side; neither will have 60 votes necessary to govern the Senate.

Continuing Resolution

- President signs Six-Month Continuing Resolution (CR) 28 Sep 2012
- Funds Federal government Oct 1, 2012 - Mar 27, 2013
- Keeps Federal programs roughly at FY 2012 levels, reflects the $1.047 trillion cap for discretionary spending in 2011 debt limit law, and is about $8 billion over current-year spending.
- Requirement: Not later than 30 days after enactment of CR each department and agency must submit to House and Senate Appropriations Committees a spending, expenditure or operating plan.
- If Sequestration takes effect on 2 Jan 2013, an updated spending plan is also required from each department and agency.
- No new starts for programs under the CR.

Sequestration

"Acquisition of Defense Capabilities in Austere Times"

- **Impact**
  - $1.2 Trillion in across-the-board cuts 2013-2021 split between defense and non-defense spending
  - Defense Reduction $500-600B over nine years
  - White House Report released 14 September 2012
    - This 394-page OMB report does not detail every sub-agency or operating division, but if the $109 billion in automatic cuts for FY2013 goes into effect, it provides an estimate of cuts to federal accounts at the program, project and activity (PPA) levels.
    - **Estimates reductions would reduce discretionary defense spending by 9.4% and domestic discretionary spending by 8.2%.**
- **Alternatives Being Discussed**
  - Delay, Replace or Undo
  - Reduce Defense Cuts
  - Reduce Impact to Defense Operations

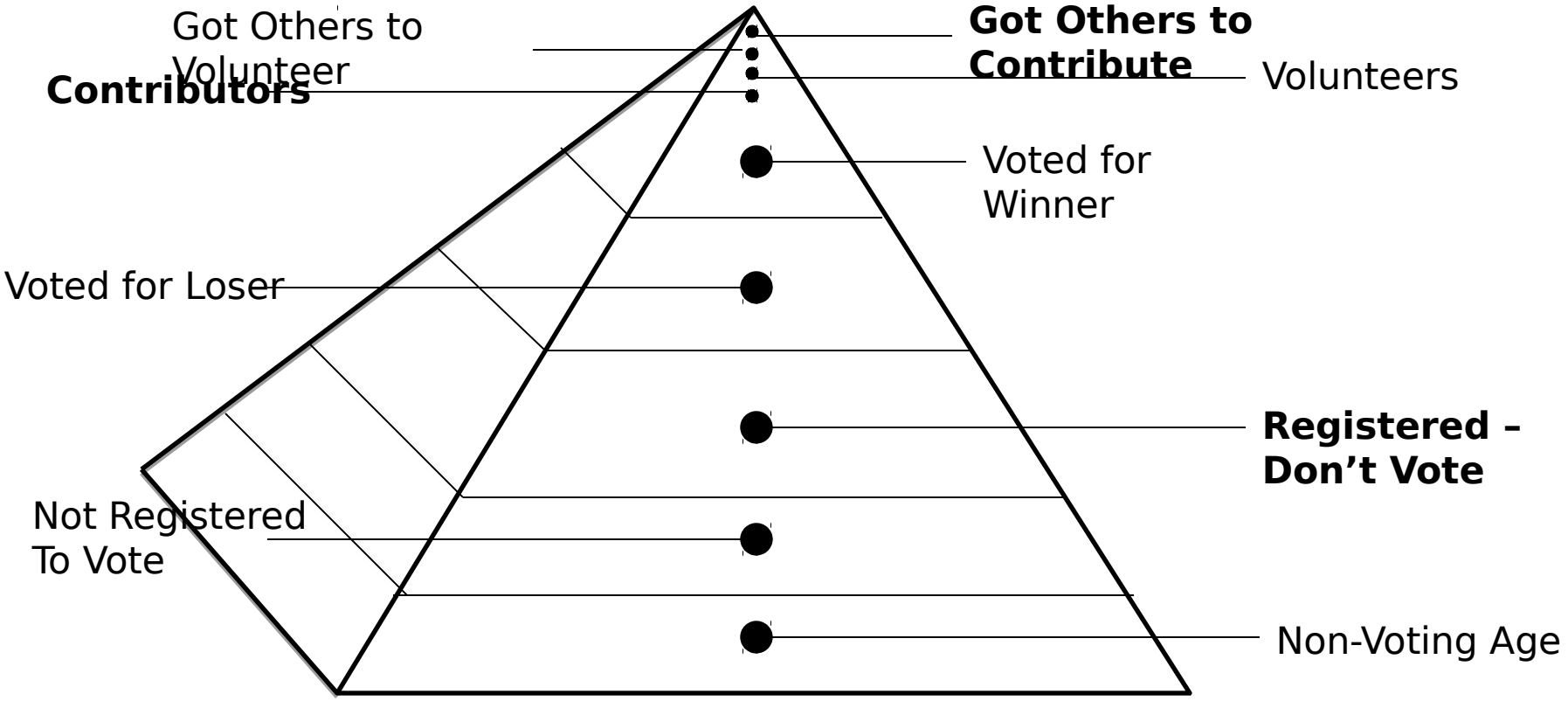
Lessons Learned

- Personal values & integrity are essential (military & corporate)
- Dedication & work ethic is respected
- Importance of politics – in military and out
- Lobbying is an honorable profession
- The Pentagon isn’t always right (nor PM’s or lobbyists)
- Earmarks aren’t all bad
- Personal responsibility to support your service/company/client
- Fighting for your program/issue
- Working as a team – Military acquisition and corporate
- Making a difference

Making a Difference Politically

- Know your friends and the opposition
- Completely understand both sides of the issue
- Never denigrate the opposition – win on own merits or lose
- Frame your argument
  - Develop 2-3 minute pitch (Member/Staff short attention span)
  - Practice 15 & 30 second elevator speech
  - Identify key targets (lobbying vs. marketing) (Member vs. Staff)
  - Who has the power - committee assignment - seniority
  - Plan each visit & follow-up carefully
- Receptions or fundraisers – plan who you want to meet & meet them
- Follow up on everything & everyone

Political Influence Model



Average Congressional District – 600,000 people

This Model Can Apply to Lawmakers at the Federal, State or Local Level

A Challenge

Your Future after a Military/Federal Employee Career

- How many of you voted in a local or State election?
- Who has voted in a National election?
- How many have contributed to a candidate?
- Who has considered public office after your current Career
- We need veterans in Congress, and
- Congress needs leaders with discipline and tenacity
- Get involved in the political process

Back-Up Slides

Congress

- Is not the adversary
- Think of it as a resource
- How can it help you
  - Acquisition in general
  - Your Program
  - Other services
  - DOD overall

Capitol Hill – It's all about politics!

1. **Think like a politician**
   - Know the Member
   - Learn his politics – how he thinks, and why – what's important to him
   - How did he get elected
     - % of win
     - $$ spent
     - Where did the money come from
     - Who are his biggest supporters
2. **Understand the District/State**
   - Where are the military facilities
   - Who are the defense contractors

10 Commandments of Defense Lobbying

1. If it ain't broke, don't fix it!
2. If it's broken in the Pentagon, you probably can't fix it on the Hill
3. Don't get out in front of the customer
4. Never, never market the Hill
5. Briefings should be BRIEF
6. Politics has no respect for technical merit
7. Timing is everything
8. Minimize your loses
9. There is always tomorrow
10. Contact plans have very little merit

Active Duty Programs

- AV8B
- LCAC hovercraft
- LST – 1170 class
- AAAV – Rotary Engine
- Numerous others

Boeing

- E6A TACAMO
- JVX/V-22
- EA6B re-wing
- B-52 upgrades & re-engine
- Navy Hydro Plane
- Space Station
- Avenger Air Defense System

AlliedSignal/Honeywell

- V-22
- M1A1 AGT1500 engine
- CH-47 re-engine
- F-22-engine components
- F-15-engine components
- C-17-brakes, landing gear, avionics, etc.
- F-14-brakes, landing gear, avionics, etc.
- LHX/Comanche –T800 engine
- Navy Dipping Sonar
- TCAS
- EPGWS
- General Aviation issues